

# eMaryland Marketplace

**...delivering the promise of the Digital State**



## **2002 Annual Report**

Parris N. Glendening  
Governor

Kathleen Kennedy Townsend  
Lt. Governor

## Government Web site hopes to lure commerce

by Clyde Ford

online while, at the same time, the state saves money with increased competition from vendors, said...

ter, Klein hopes to sell 1 million gal-

lions. The Web site is similar to other business-to-business procurement...

million last year on the so-called small purchase items. The number includes purchases by all state agencies, except for the University of Maryland and the Maryland Department of Transportation.

eventually, the state plans to have all state contracts and procurement work online, from major highway contracts with the Department of Transportation to pencil purchases by the Maryland State Police.

County and municipal governments also use the site to conduct...

# Front and Center for E-Marketplace

JENNIFER SICILIANO

Daily Record Business Writer

Desk and table

## States ramping up online procurement

After a year, Maryland's subscription-based commerce site 'is almost right on track'

by Rob Terry/rterry@washtech.com

Maryland's year-old online procurement system now has the critical mass of buyers and sellers it needs to become an integral tool for companies to do business with the state, its backers say.

Maryland says it was the first state to launch an online procurement effort, aimed at speeding transactions and cutting costs. The goal is to have 80 percent of state contracts filled over the Internet by 2004.

**MARYLAND** not an insignificant amount, considering Maryland purchases almost \$6 billion annually. More than 50

potential stretches far beyond online retail, according to Micheal D. Skigen, vice president of Internet and e-commerce solutions for SAIC in McLean.

"B2G is growing nicely. Why? Because governments spend money," said Skigen. "Let me tell you what's been imploding: unrealistic business models."

Staffers with the Department of General Services, along with SAIC project managers, have been crisscrossing the state, setting up demonstrations to market the site. DGS Deputy Director Mark Krysiak says the system has slowly met expectations its first year in op-

er, Klein hopes to sell 1 million gallons. The Web site is similar to other business-to-business procurement systems in the corporate world.

using the Internet for procurement, Maryland is one of the nation's top priorities, which is to make land the national leader in delivering government services over the Internet: at least 50 percent by 2002, 65 percent by 2003, and 80 percent by 2004.

cost-effective electronic on-ramp.

Marketplace allows you to be ahead on one of the top priorities, which...

Mark N. Glendening's top priorities, which...

## TECHNOLOGY



Helping Serve the State

Businesses Converge in Hanover

To Learn About e...

Technology agency lauded

'Maryland is using the power of information technology to enhance the already favorable business climate with programs like eMaryland Marketplace.'

PETA N. RICHKUS  
SECRETARY OF MARYLAND  
DEPARTMENT OF GENERAL SERVICES

# Maryland's government at click of a mouse

State makes major strides in e-government initiative

BY AMY L. BERNSTEIN  
Daily Record Business Writer

Maryland, long known as the Free State, has earned a new honorific: Maryland, the Digital State.

Last week, the state's e-procurement Web portal, designed by the Department of General Services to help state procurement officers efficiently solicit bids and purchase goods and services online, was singled out for an "E-Gov" award by a panel of federal technology experts.

And last year, Maryland's online services in business licensing, taxation and revenue collection, and management and administration placed 14th or better among all 50 states in an e-government quality assessment prepared by the Center for Digital Government, a research and advisory service.

The mounting recognition reflects the state's success in doggedly pursuing what many state agency officials call "Web en-

ablement" — the art and science of bringing volumes of paper-bound information and data onto the Internet, where it's accessible to citizens, businesses and other government workers.

Driving the effort is a year-old legislative mandate promoted by Gov. Parris N. Glendening to make Maryland a national leader in delivering government services over the Internet.

To that end, all of Maryland's 53 state agencies, offices, boards and commissions are required to provide at least half of their information online by 2002, 65 percent by 2003 and 80 percent by 2004.

It's an unfunded mandate that most state agencies appear eager to embrace — even though it means diverting internal resources to get the spade work accomplished.

"There is tremendous competition for general funds in state government, and little to no new funding was given to this initiative," said Leslie Sipes, director of

planning in the Maryland Department of Budget and Management's Office of Information Technology, which oversees the entire effort.

Nevertheless, "most or all [agencies] will meet or exceed the 50 percent goal by 2002," Sipes said. She noted that the chief technology officers for each state agency gather monthly to swap stories about progress and discuss ways to share resources and solutions.

### Aiming higher

Actually, the state's e-government goals are not all that stringent. Agencies may fulfill the requirement simply by creating elementary Web sites with standard hyperlinks and downloadable documents.

Many Maryland agencies, however, are aiming much higher.

"As people get more comfortable with the Internet, they're going to demand more and more services be provided by government [online]," said John Salmon,

director of information technology for the comptroller of the treasury. "We can't sit back; we have to keep up with expectations."

Indeed, the comptroller's office, which Salmon says is now 29 percent Web-enabled, has ambitious plans. In April, the agency, which runs the state's fiscal affairs, piloted a project that enabled individual taxpayers who do not itemize to complete and transmit tax forms online — a first for the state and still a rarity nationally.

By next tax season, Salmon says the system should be able to accommodate Maryland's 2 million taxpayers for online form completion and filing, should they choose that option.

"We recognize that electronic filing, after the initial investment, is cheaper for us to handle than paper filing," Salmon said.

### Rapid progression

In many large state agencies, there's ample evidence that Web development is progressing rapidly. Take the Department of General Services, one of the state's most far-reaching bureaucratic agencies. DGS manages 52 state-owned buildings and 425 real estate leases and maintains 28 separate offices in Maryland.

In addition to developing its vaunted e-Maryland Marketplace procurement por-

Parris N. Glendening  
Governor

Kathleen Kennedy Townsend  
Lt. Governor



MARYLAND DEPARTMENT OF GENERAL SERVICES  
OFFICE OF THE SECRETARY

Peta N. Richkus  
Secretary

Richard F. Pecora  
Deputy Secretary

March 8, 2002

It was a banner year for *eMaryland Marketplace* and digital technology in Maryland! The State's eProcurement portal won five national awards for excellence in procurement and technology and the State was recognized for the delivery of digital services and the creation of a technology-based infrastructure.

Now celebrating its second anniversary, *eMaryland Marketplace* was a major element of Maryland's eGovernment portfolio, which was ranked number one in the nation in eCommerce by the 2001 Digital State Survey. The Center for Digital Government recognized *eMaryland Marketplace* as a leader in eCommerce and called the State's no-cost eProcurement platform a model for the nation.

Maryland began to move its \$8 billion in annual State purchasing to the Internet in March 2000 by taking a totally innovative approach: no new funding, no new bureaucracy, no multimillion dollar program development contract. Over the last two years, *eMaryland Marketplace* posted \$150 million on its Web site, enrolled more than 1,650 companies and trained over 400 buyers.

The success of *eMaryland Marketplace* is due to the work of the stakeholders: Maryland businesses, the General Assembly and our State and local government agency partners. The 2002 Legislature is considering several eProcurement proposals, all intended to enhance Maryland's use of information technology for public procurement.

Over the last year, in a move to help shrink the "digital divide," the Department of General Services (DGS) launched eMaryland Connection to provide additional access to our Internet-based procurement portal. By placing computer stations in State offices across Maryland, more participating vendors, regardless of company size, regardless of resources, will be able to bid on goods and services required by State and local government agencies. The convenience of computer access at State office buildings will give businesses exposure to a larger number of procurement opportunities.

Congratulations to *eMaryland Marketplace* on another successful year, and to the public sector agencies that are saving taxpayer dollars through their active participation.

Peta N. Richkus  
Secretary

301 West Preston Street  
Toll Free 1-800-449-4347  
Baltimore, Maryland 21201-2305



IDA G. RUBEN  
2001 Legislative Director  
Montgomery County  
Executive Pro Tem  
Chair  
Montgomery County Senate Delegation  
Budget and Taxation Committee  
Capital Budget Subcommittee  
Legislative Policy Committee  
Joint Committee on Spending Accountability  
Executive Nominations Committee  
Joint Committee on Process

THE SENATE OF MARYLAND  
ANNAPOLIS, MARYLAND 21401-1591

September 7, 2001

Peta N. Richkus  
Secretary  
Md. Department of General Services  
301 West Preston Street  
Baltimore, MD 21201-2305

Dear Peta:

What a wonderful  
agencies in Maryland. I am  
first year.

Congratulations for  
This is a program that will  
agencies.

Thank you for keep

IGR/jv

Office Address  
100 James Street Office Building  
Annapolis, Maryland 21401-1591  
Tel: 410-326-1514 Fax: 410-326-1514  
Home Address  
100 James Street  
Silver Spring, Maryland 20910-1111  
Tel: 410-326-1514

The CHAMBER  
of Commerce, Calvert County, Maryland

September 12, 2001

Mr. David Spitzer  
Department of General Services  
State Office Building - M-6  
301 West Preston Street  
Baltimore, Maryland 21201

Calvert County to introduce eMaryland Marketplace

place was originally introduced to the Chamber  
tion, who is a neighbor of Chris Reynolds.  
r. Owen did a presentation about eMaryland  
of the Board and explained that the order of  
the larger population areas first and that Calvert  
marketing plan. Because of Owen and Chris's  
top sooner than planned, so we appreciate your

on September 6 will register on eMaryland  
certainly do all we can to encourage Calvert  
s. Thank you for all your help and assistance  
their professional presentation.

NIPPON CARBIDE INDUSTRIES (USA) INC.  
Nikkalite RETROREFLECTIVE PRODUCTS

September 10, 2001

Mr. David Spitzer, Administrative Officer  
State of Maryland  
Department of General Services  
Office of Procurement & Contracting  
Office of Procurement - M-2  
State Office Building  
301 West Preston Street  
Baltimore, MD 21201

RE: Nikkalite Retroreflective Sheeting Products

Dear Mr. Spitzer,

I would like to thank you for the considerable time and  
courtesy you extended to me while I was in your office last  
Tuesday morning. You were very  
explaining to me your purchasing  
www.emarylandmarketplace.com

We will register in the very  
we have any questions.

I thank you again and we  
Nikkalite Products for your  
requirements through eMar

Sincerely,  
Nippon Carbide Industries  
William H. Thomas  
Regional Sales Manager



Maryland Department of Transportation  
The Secretary's Office

The Honorable Peta Richkus  
Secretary  
Department of General Services  
301 W. Preston Street  
Baltimore MD 21201

Dear Secretary Richkus:

Thank you for your letter transmitting a copy of  
Marketplace procurement web site. The report was most  
evolution of this procurement system.

Let me offer my congratulations on the recent award  
innovative and collaborative approach to public agency procurement. We at the Department of  
Transportation are proud to have helped in making it a success and thank you for recognizing  
John Constabile's role as Chairperson of the eCore Advisory Committee.

Again, thank you again for your letter. We look forward to the growing success of this  
eMaryland Marketplace initiative. You can count on our continued support.

Sincerely,

John M. Porcari  
Secretary

cc: Mr. John Constabile, Director, Office of Engineering and Procurement, Maryland  
Department of Transportation  
Mr. Bill Goddard, Chief of Staff, Maryland Department of Transportation  
Mr. Greg Pecoraro, Assistant Secretary, Maryland Department of Transportation  
Ms. Beverley K. Swain-Staley, Deputy Secretary, Maryland Department of  
Transportation

My telephone number is 410-665-1590  
Toll Free Number 1-888-713-5414 TTY For the Deaf: (410) 865-1342  
Post Office Box 8755, Baltimore/Washington International Airport, Maryland 21240-8755



OFFICE OF  
THE LT. GOVERNOR  
STATE HOUSE  
ANNAPOLIS, MARYLAND 21401

KATHLEEN KENNEDY TOWNSEND  
LT. GOVERNOR

August 17, 2001

Ms. Peta N. Richkus  
Secretary  
Maryland Department of General Services  
301 West Preston Street  
Baltimore MD 21201-2305

Dear Secretary Richkus: Peta

Thank you for your letter and the copy of the first Annual Report of  
eMaryland Marketplace. It is always great to hear from you and to learn  
more about the activities and accomplishment of your agency.

Through innovative and state-of-the-art programs such as this, you  
and your team are doing an outstanding job and setting the standard for the  
growth, development and efficient administration of State government. I  
look forward to continuing our work together and hope to see you some time  
soon.

With warm wishes,

Kathleen  
Kathleen Kennedy Townsend  
Lt. Governor

KKT:ejh

# Table of Contents



Mission and Vision and Goal for the Future .....	2
Doing Business with Maryland – Online .....	3
Delivering the Promise of the Digital State .....	4
A Brief History of <i>eMaryland Marketplace</i> .....	4
<i>eMaryland Marketplace</i> – 3/2001 to 3/2002 .....	4
Going Forward .....	5
eCore Helps Make it Work For All .....	7
National Recognition .....	8
Promoting <i>eMaryland Marketplace</i> .....	10
Training the Users .....	12
Look Who’s Talking .....	13
Vendor Profiles:	
Easton Paper and Supplies .....	13
Rudolph’s Office Supply .....	13
Frederick Equipment Company .....	13
Buyer Profiles:	
Talbot County Public Schools .....	13
Comptroller of Maryland .....	13
Partners in <i>eMaryland Marketplace</i> :	
State of Maryland .....	14
SAIC .....	14
KPMG Consulting .....	14

*On the cover:* Maryland’s on-ramp for electronic procurement has been recognized nationally for its innovations. Awards include the E-Gov 2001 Pioneer Awards, the “Civic 50” award, the National Association of State Chief Administrators’ award for excellence in procurement innovation, and two awards from the Council of State Governments: the Eagle E-Government Award of Excellence in the Best Executive Branch Web site category and the 2001 Innovations Award.



## Mission, Vision, and Goal for the Future

### Mission

The mission of *eMaryland Marketplace* (eMM) is to expand the pool of Maryland businesses providing goods and services to the State, to use the Internet to streamline the procurement process, and to enable public sector buyers to work more efficiently.

From its inception, *eMaryland Marketplace* has been developed as a portal to enable public sector buying organizations and their vendor communities to interact in a more efficient and effective manner by improving services to our customers, enhancing support to our employees, and improving communications between all segments of the supply management chain.

Maryland's eProcurement portal provides many economic benefits to all of its members by reducing the amount of resources required to conduct business in the public sector marketplace. However, reduced costs are really by-products of *eMaryland Marketplace's* core benefit: improved and more timely communication.

### Vision

Our vision is to be considered a world-class purchasing organization that meets all of its customers' needs. Historically, communication has been the one part of the procurement process that the State has been unable to

streamline. The Internet enhances our ability to achieve more complete supply chain management through real-time interaction.

In the future, the business to government (B2G) e-marketplace will be expanded into business-to-business (B2B) links, thus connecting suppliers with manufacturers, raw materials, labor and their entire customer base, both public and private. Providing the public sector and its suppliers with an on-ramp to this conglomeration of marketplaces is part of the vision of *eMaryland Marketplace*.

With Maryland suppliers using e-marketplaces to acquire products from manufacturers who also use e-marketplaces to acquire raw materials and labor, public buying organizations can realize savings at each level of the supply chain. Every company will then be positioned to utilize the built-in efficiencies of e-marketplaces to make them more competitive in all their markets, not only locally, but also nationally and even globally. This competitive edge would be available to every level of government as an economic development tool with only minimal investment of limited resources.

### Our Goal

World Class Service!



At the signing of Senate Bill 70 (seated, L to R) State Senate President Thomas V. Mike Miller, Jr., Governor Parris N. Glendening and Speaker of the House Casper R. Taylor, Jr. joined by members of the eMaryland Marketplace team. SB 70 allows any State contract to be awarded through eMM.



Recognized nationally as a leader in eProcurement, *eMaryland Marketplace* is an important element in the State of Maryland's e-Gov portfolio. Maryland's electronic business efforts have been ranked number one in the nation by the Center for Digital Government in its 2001 Digital State Survey. The research group says that no other state government has as comprehensive a suite of online services as Maryland. The 2001 survey ranked Maryland fourth, up from ninth the previous year, in providing online services to citizens and businesses.

*eMaryland Marketplace* and an extensive array of online services have helped Maryland to move forward on one of Governor Parris N. Glendening's top priorities: to make Maryland the national leader in delivering government services over the Internet. Toward that end, all agencies have been given legislative mandated process conversion goals: at least 50% of services by 2002, 65% by 2003, and 80% by 2004 will be available online. Available to all State agencies, *eMM* contributes to meeting this aggressive schedule.

Maryland began moving its \$8 billion in annual State purchasing to the Internet with an innovative G2B/B2G no-cost project that was launched March 8, 2000. Conceived and launched by the Maryland Department of General Services (DGS) procurement division, *eMaryland Marketplace* allows government agency buyers to establish real time communications and business transactions with vendors in a paperless environment, producing savings for both the State and local government agencies and their vendors.

Since its inception, *eMM* has posted more than \$150 million in procurements on its Web site. The system has grown to include more than 60 State and local government agencies and more than 1,650 bidding vendors. State commodity contracts are loaded as catalogs and are available to public buyers in an "amazon.com<sup>TM</sup>" manner.

In addition to being the first fully functional state procurement platform to move beyond the development phase, *eMM* was also the first to use a self-funding model. This strategy alone saved the State millions in the development costs incurred by other states. A creative procurement included a proof-of-concept phase and commercial off-the-shelf software to ensure a real, not "virtual," launch in March 2000. Additionally, *eMaryland*

*Marketplace* broke ground as the first state-sponsored eProcurement vehicle to include local governments from its inception, offering the advantages of intergovernmental aggregation from the outset.

One of the goals of *eMaryland Marketplace* is, in fact, to build and strengthen the "marketplace" of Maryland vendors. *eMM* makes government contracts more available and levels the playing field for participating vendors, regardless of their location or company size. It can be especially helpful for small businesses by providing access to significantly more bid opportunities while increasing efficiency and decreasing expense. All vendors experience efficiencies by accessing a single portal to conduct business with government buyers. Rather than allocating sales representatives to pick up bid solicitations at each agency, companies can now have immediate electronic access to the State business opportunities of interest to them.

On the government side, *eMM* has saved time and taxpayer dollars. Using *eMM*, procurement officers can purchase or solicit bids for goods and services in minutes, rather than days or weeks. Invoicing and payment are accelerated, even immediate when purchasing cards are used for payment.

Significant benefits to Maryland's government procurement organizations are realized by reducing the average administrative cost per order by an estimated \$100. The system reduces "maverick" buying, increases purchasing power through intergovernmental cooperative procurement, and heightens competition among a wider spectrum of suppliers.

For bid solicitations, vendors have two options: they can either browse through all available solicitations posted on the Web or subscribe to e-mail notification that a bid solicitation has been posted matching their business profile. Bids submitted online can also be awarded through the *eMM* procurement system. Bids that have been awarded are listed as public information on the system, including bid amounts by responsive vendors.

In moving more and more services online, Maryland is adding value to the services we provide to businesses and we are leveraging the potential of the Internet to meet the needs of all of our citizens and customers. This is the real benefit of being the Digital State.

### A Brief History of eMaryland Marketplace

In 1997, Governor Parris N. Glendening's Task Force on Procurement recognized a need for the State to take advantage of the latest technologies to create a more efficient and effective means of providing Maryland government entities with necessary goods and services. DGS answered that challenge with a vision. A Request for Proposal outlined a system containing the functionality required to maintain registered business rules and security standards while remaining flexible enough to be used by all public sector procurement agencies in Maryland.

The selected solution included online bid tabulation, e-mail enhanced approval processing, purchasing card payments, and electronic purchase orders. This leading-edge solution also offers a bid lockbox, self-registration, e-mail solicitation notification, and vendor-maintained catalogs.

*eMaryland Marketplace* became an important part of the State's eMaryland initiative in March 2000. It was the first full-scale public procurement platform with the ability to conduct interactive bidding and catalog buying while still recording the data that users have come to expect.

The system was created in part to solve some of the persistent issues that had been plaguing government procurement for ages. The rising costs of paper, postage, and access to information make open competition an expensive prospect and tend to discourage competition, particularly in the small procurement arena. Time lost in reproducing documents and waiting for mail to arrive deals a crushing blow to any attempts to take advantage of "just in time" supply chain management. Money lost in traveling to different agency sites to pick up solicitations works against vendors and procurement officials. *eMaryland Marketplace* has made radical changes to this process.

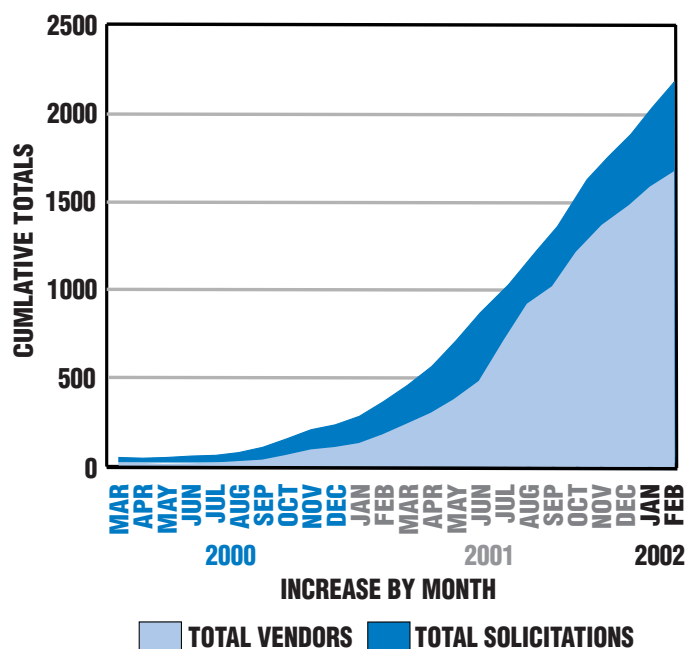
As part of Governor Glendening's Technology Agenda 2000, Maryland committed to a leadership position in delivering government services over the Internet. Maryland's growing Web presence and the latest technologies afforded the State a unique opportunity to assess its procurement process from a more e-centric perspective. The outreach of *eMaryland Marketplace* has been extended to companies from the Eastern Shore to

the mountain counties in the west, in support of the State's "One Maryland" economic development strategy.

### eMaryland Marketplace 3/2001 to 3/2002

Since its inception as the first Internet-based full-scale public procurement platform, *eMaryland Marketplace* has provided leadership and a model to other state and local governments looking to adopt eProcurement processes. Throughout the "dot-com" crash of 2001, *eMaryland Marketplace* continued to prosper and grow.

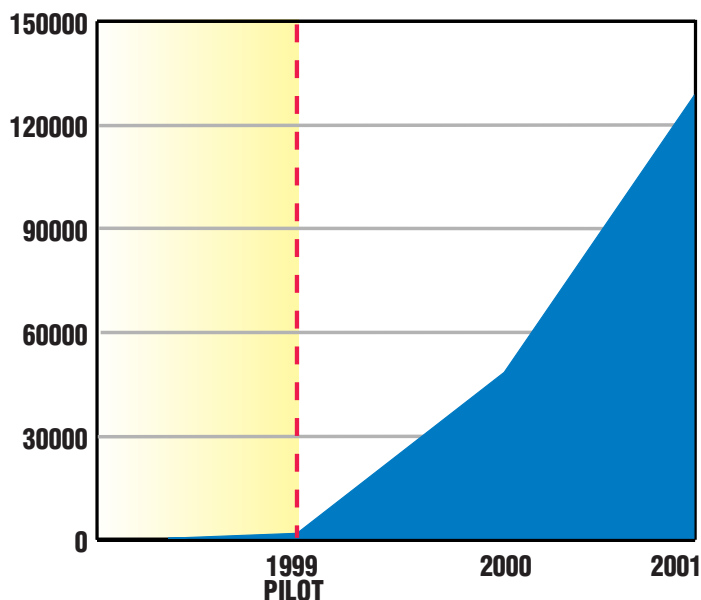
### Cumulative Total Vendor to Solicitation Comparison for Two Years



*eMaryland Marketplace*, too, was affected by the economic downturn of the dot-com industry. The provider of the eCatalog module for *eMaryland Marketplace* experienced financial difficulty and entered into bankruptcy. The loss of one partner did not dampen the expectations of the *eMM* staff and its other partners, however. It prompted a move to a higher level of system performance by Science Applications International Corporation (SAIC), the company responsible for providing and overseeing the *eMaryland Marketplace* site. SAIC selected a different platform for *eMM*'s catalog module: iPlanet, a Sun Microsystems' product. With a user-friendly interface and a growing choice of catalogs, buyers wishing to purchase from State contracts are better served now than in the past.



### Items Available for Purchase Through eCatalogs

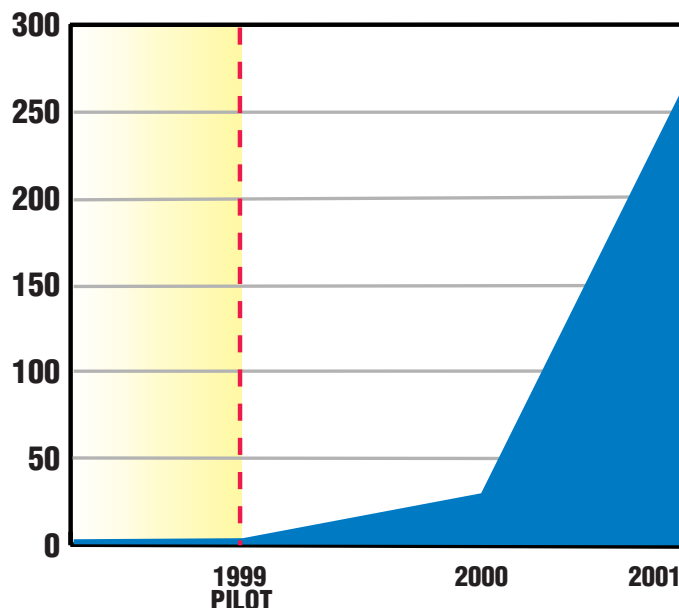


*eMaryland Marketplace* continues to be a “work in progress.” The passage of Senate Bill 70 during the 2001 legislative session repealed the \$25,000 award limit in *eMM*, allowing any dollar amount to be awarded through the system. In addition, the 2002 General Assembly has several procurement proposals under consideration.

In anticipation of the addition of large construction and A/E contract opportunities through *eMM*, the Department of General Services is working with the National Surety Association to develop and implement a secure, viable electronic bonding solution. eBonds will provide contractors a secure, timesaving way of submitting their bonds for construction projects. In turn, eBonds will provide procurement officers an electronic means of checking and insuring that contractor bonds are current and in force during any phase of a construction project.

As part of the initiative to make construction and A/E contract opportunities available on *eMM*, the team is working in concert with Maryland Department of Transportation (MDOT) and University System of Maryland (USM) to create a common platform for the transmission of large documents, such as blue prints, through *eMaryland Marketplace*. Additionally, DGS users are piloting Intellicost job costing software to complete the suite of *eMM* construction contracting capabilities.

### Online Catalogs



DGS has also begun the implementation of *eMaryland Connection*, which involves placing computer terminals in State Office Buildings throughout Maryland. The terminals are linked to the DGS and *eMaryland Marketplace* web sites. A printer is attached to each computer and is available for vendor use. New vendors may subscribe to the system through the terminal; current subscribers may review and bid on contract opportunities listed on the site.

As part of a continuing effort to promote participation and understanding among the user community, *eMM* now sponsors a Help Desk and a monthly User Group Meeting where users may ask questions and openly voice comments concerning the system, both pro and con. User comments are encouraged and assist the *eMM* team in improving the system.

### Going Forward

This is an exciting time to be involved in the world of eGovernment. As members of the *eMaryland Marketplace* team and others involved in Maryland’s key eGovernment initiatives tackle new responsibilities, it is critically important that we remain focused on long-term goals. We face rapid change, advancement and tremendous opportunity as advancing technologies impact every aspect of business and service delivery.



*Discussing the first eMaryland Connection are (L to R) Maryland Office of Minority Affairs Director Tina Jolivet, Governor Glendening's Chief of Staff Al Collins and DGS Secretary Peta Richkus.*

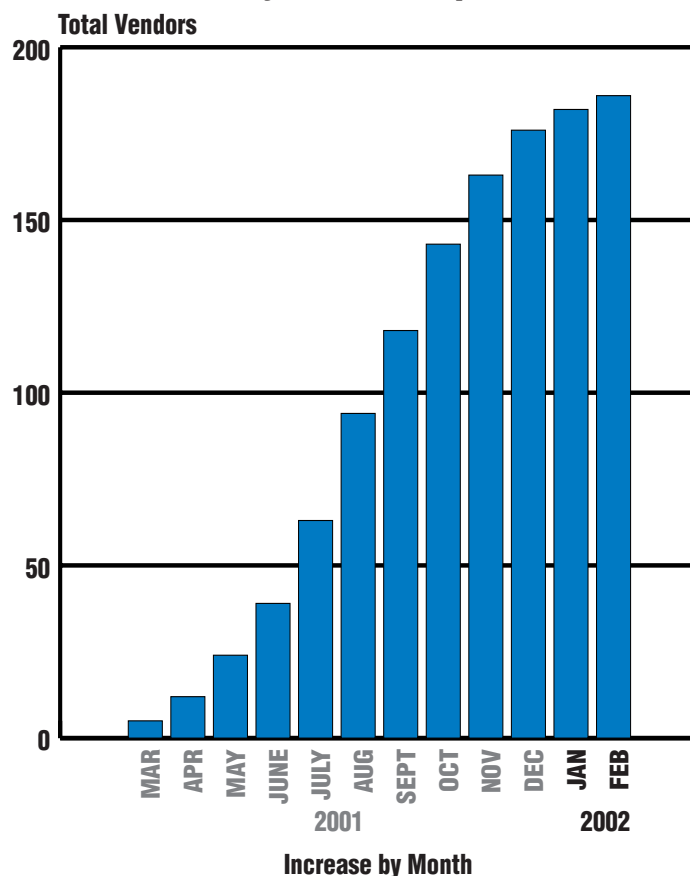
Now, we move the initiative forward to meet our long-term goal to bring design and construction contracts onto eMM. To lay the groundwork for this move, we are in the process of addressing certain issues specific to the construction and architecture and engineering industry, such as bonding, the transfer of large documents, and electronic job costing.

Our ultimate goal is to provide citizens (individuals and businesses) with access to government information and services, as they are needed. We're working to provide expanded access to bid opportunities from various government agencies, boards and commissions through one point of entry enabling citizens to tap into resources

available through State and local government based on areas of interest and need. As we begin our third year of operation, you can expect to see a continuing effort to broaden the scope and nature of the *eMaryland Marketplace*. In addition, we will continue efforts to streamline the purchasing process not just for government buyers, but for our private sector suppliers as well.

As we continue the enormous task of transforming government business processes through technology, we're sure to face tough questions, issues and challenges. We believe that a big picture perspective will serve the citizens of Maryland well as we address infrastructure, policy and operational issues in the move to improve service delivery through eProcurement.

### MDOT Certified MBE Participants in eMarylandMarketplace



## *eCore Helps Make It Work For All*



### **First eCore Chair Passes the Gavel**

Many thanks to John Contestabile, Director, Office of Engineering and Procurement, MDOT, and first Chair of the eCore Steering Committee. During his tenure, *eMaryland Marketplace* experienced many changes in its continuing evolution. John's support and leadership are very much appreciated.

The new Chair is Victoria McCaleb, Assistant Director for IT and Administration at the University of Maryland, College Park. She has had a keen interest in the *eMM* initiative since its outset. William Schull, Purchasing Agent for Anne Arundel County, and an active *eMM* user, and Mark Pemberton, Chief Procurement Advisor, Maryland Department of Transportation, were selected Vice Chairs. Their leadership along with the support of their colleagues on the Steering Committee, will help keep *eMaryland Marketplace* focused on meeting agency needs.

### **The eCore Mission**

The mission of the eCore Steering Committee remains the same, to direct the evolution of the system and to facilitate cross-agency implementation. Members of the committee are a reflection of the using agency community. Representatives from State and local agencies are members of the committee, as are

representatives of colleges, universities, local educational agencies, and cities.

### **Committee Responsibilities**

The Steering Committee is responsible for monitoring the progress of *eMaryland Marketplace* to ensure that milestones are met and agency needs are considered. While not involved in the day-to-day management of the project, eCore provides input regarding major functionality issues and decisions.

In addition, eCore provides cross-agency communication and guidance as *eMaryland Marketplace* continues to evolve. The group also identifies alternative methods for resolving policy questions and recommends solutions that are most advantageous to the using community.

The responsible agency and the *eMaryland Marketplace* project office handle agency-specific requirements. Any interagency differences are addressed by eCore. The committee is also responsible for working with agencies to define required changes in the agencies' structure or financial management processes. The group focuses more on long-term changes rather than current policy issues. The result is improved communication, shared ownership, and more successful growth of this award winning procurement and purchasing system.



*eCore Chair Victoria McCaleb (C) with Vice Chairs William Schull (L) and Mark Pemberton (R).*



## *eMaryland Marketplace Gains National Recognition of Maryland's Electronic Procurement System*

Over the past year *eMaryland Marketplace* received five national awards for excellence in procurement and technology. Additionally, *eMM* was specifically highlighted in the Center for Digital Government's award presentation of Maryland's number four ranking in the 2001 Digital States Survey, moving up from its number nine position in 2000.



Major F. Riddick, Jr. (L) Chair of the State Information Technology Board and DGS Secretary Peta Richkus accept the e-Gov Pioneer Award from Mark Foreman, Associate Director, U.S. Office of Management and Budget.

### **eGov 2001 Pioneer Award**



*eMaryland Marketplace* was selected as one of 20 government agencies to be honored with a Pioneer Award for best practice in e-government programs. The annual e-Gov Pioneer Awards recognize federal, state, and local leaders who have developed innovative Electronic

Government programs that increase productivity, save limited resources, and improve the quality, timeliness, and accuracy of citizen services. "Sites like *eMaryland Marketplace* are taking advantage of technology and using it in a way that impacts the world," said Carlynn Thompson, a member of the awards Selection Committee, and a Director in the Defense Technical Information Center.

### **Civic 50 Award**



*eMaryland Marketplace* was named one of the top 50 groundbreaking information technology projects in the nation by *civic.com* magazine. The "Civic 50" award recognizes IT systems, policies and programs that have improved government by making it run more smoothly. "Our judges

clearly were impressed with how *eMaryland Marketplace* makes it possible for universities, state and local agencies, and other organizations to streamline procurement by taking it online – and, better yet, makes it attractive by not asking those agencies to put up their own funds to maintain the system," said John Monroe, editor of *civic.com*. "It's a model that other states would be wise to consider."

## 2001 Innovations Award



The Innovations Award is presented by the Council of State Governments to outstanding designers of government initiatives that represent truly innovative ideas and techniques in the field of Internet web sites. “*eMaryland Marketplace* is an excellent model for other states’ e-government initiatives,” said Ed Janairo, Program Coordinator for CSG’s Awards Program.



Maryland Senate President Thomas V. Mike Miller, Jr. (center) Chair of the Southern Legislative Conference of the Council of State Governments, congratulates DGS Procurement Director Will Cullen (L) and eMM Project Manager Mark Krysiak on the Innovations Award.

## NASCA 2001 Outstanding Program Award



The National Association of State Chief Administrators (NASCA) honored *eMaryland Marketplace* with a 2001 Outstanding Program Award for leadership and innovation in procurement. The NASCA Outstanding Program Awards

recognize innovative state agencies, organizations or individuals that have demonstrated outstanding leadership in innovation, creativity, advanced knowledge and efficiency in state government. “*eMaryland Marketplace* is an outstanding example of good government at work, of public employees’ efforts to improve the delivery of service and to do more with available resources,” said Pamela I. Ahrens, NASCA President and Idaho’s Director of the Department of Administration.

## 2001 Eagle eGovernment Award of Excellence



The Council of State Governments holds this contest annually.

Government Web sites are judged on ease of use, design, accessibility to the public, innovation and how effectively the site streamlines government and delivers better customer service. “Our

judges were impressed with how the *eMM* Web site makes it possible for both state and local government organizations, as well as universities, to streamline procurement and save taxpayer dollars at the same time,” said Ed Janairo, Program Coordinator for the awards contest.



Over the last year, members of the *eMaryland Marketplace* team participated in various conferences, presented vendor outreach programs across the State, and visited many State and local agencies to demonstrate the system.

In March, *eMaryland Marketplace* was demonstrated to attendees at the National Association of Purchasing Management (NAPM), now the Institute for Supply Management, at their spring conference held at the Maritime Institute in Linthicum. NAPM is a professional organization comprised of purchasing, materials, and supply management personnel with chapters throughout the country. The association educates, develops, and advances the purchasing and supply management profession. Members of this organization come from public and private sector enterprise. Use of technology in the purchasing and supply management profession has become integral to conducting business. *eMaryland Marketplace* offers another tool to professionals upgrading the procurement function in both the public and private sector.



Lt. Governor Kathleen Kennedy Townsend visits with (LtoR) Jason Carlo and Mike Skigen of SAIC and Carla Tucker of the eMM team at MACo.



*eMaryland Marketplace* again participated in the Maryland Municipal League conference held in June in Ocean City. As always, MML provides a great venue for recruitment of new *eMaryland Marketplace* vendors and users. MML represents over 150 municipal governments and works

to strengthen the role and capacity of municipal government through research, legislation, technical assistance, training and the dissemination of information for its members.



For much of Maryland, local government is county

government. Officials from the counties attend the Maryland Association of Counties' (MACo) summer conference, featuring an expo designed to provide education and networking opportunities to elected officials. There is a large attendance at this event each year, allowing *eMaryland Marketplace* to reach all corners of the State from one location.



workshop was attended by procurement officials from states interested in similar eProcurement portals.

*eMaryland Marketplace* gained national exposure at Governing magazine's two day "Managing Performance" conference held in Baltimore last October. The *eMM*



*eMaryland Marketplace* participated with local Maryland Chamber of Commerce chapters to introduce eProcurement to their members. A vendor outreach event was held at the Calvert County Chamber of Commerce in Prince Frederick in September. In addition, *eMaryland Marketplace* had a Vendor Outreach booth at the Baltimore/Washington Chamber of Commerce Minority Business Enterprise Procurement Fair held at Fort Meade.

**MBCF** In October, *eMaryland Marketplace* also conducted a Vendor Outreach presentation for the Maryland Legislative Black Caucus Conference in Annapolis.

MARYLAND BLACK CAUCUS FOUNDATION

Other MBE events were held in:

- Glen Burnie – Janet Owens, County Executive of Anne Arundel County, invited the *eMaryland Marketplace* team to take part in the County's MBE Vendor Outreach in August. This event helped to promote local MBE participation in selling to Anne Arundel County Purchasing through *eMM*.
- Gaithersburg – This MBE event was sponsored by the University of Maryland and Montgomery County. The event promoted Minority and Small businesses to participate in County and State bid opportunities.
- Linthicum – *eMaryland Marketplace* conducted a Vendor Outreach on behalf of the Maryland Transportation Authority at their annual MBE Procurement Fair held at the BWI Marriott.

Other procurement fairs *eMaryland Marketplace* was privileged to participate in during the year:

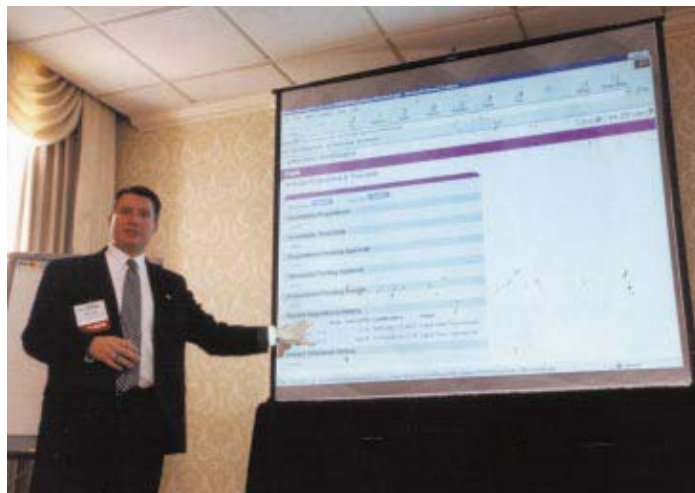
- State Board of Public Works Procurement Fair
- University of Baltimore Procurement Fair
- Harford County Trade Fair



Maryland State Department of  
**EDUCATION**

*eMaryland Marketplace* conducted a User Outreach presentation for the Maryland State Department of Education – LEA School Finance Officers Fall Retreat in Ocean City.

In August, the *eMaryland Marketplace* team was invited to Wor-Wic Community College in Salisbury to conduct a Vendor Outreach presentation. The team encouraged Eastern Shore businesses to conduct business with State and local governmental entities via *eMM* to achieve the economies and access market information available on-line.



*eMM Project Manager Mark Krysiak speaks at Governing magazine's "Managing Performance" forum in Baltimore.*

## MARYLAND technology SHOWCASE

December marked *eMM*'s participation at the Seventh Annual Maryland Technology Showcase. More than 9,100 people attended the December 6th and 7th event at the Baltimore Convention Center, with Marylanders representing about 85 percent of the audience. Billed as "one of the most significant education and digital age technology events in the mid-Atlantic region," the Showcase featured 267 exhibiting companies. DGS hosted two workshops giving attendees the opportunity to learn about doing business online with the State.

*eMaryland Marketplace* also participated in the following Procurement and Outreach Events sponsored by Maryland elected officials:

- October: Congressman Elijah E. Cummings, 7th Congressional District of Maryland – Hosted the Minority Business Enterprise Vendor Outreach at Camden Yards;
- November: Congressman Roscoe G. Bartlett, 6th Congressional District of Maryland – Hosted the Tech Trends Vendor Outreach Event at Hagerstown Community College;
- January: Congressman Albert R. Wynn, 4th Congressional District of Maryland – Hosted a Minority Business Enterprise Procurement Fair held at Prince George's Community College.

The *eMaryland Marketplace* team continues to provide training to those buyers and procurement officers wishing to learn how to post solicitations and purchase from eCatalogs. Half-day courses are offered. If a State or Local agency has a training facility and enough interest among its purchasing agents, a member of the *eMM* team will teach the class at the agency. When no facility is available or small numbers of people are coming from several different agencies to attend a class, the *eMM* team arranges for a training facility central to the area of the participants. As always, online and phone support is available.

At the end of our first year of operation, there were 262 trained users representing 51 agencies posting solicitations and shopping from 29 online catalogs. Over the course of this second year of operation, support for *eMM* has soared from almost 300 vendors to more than 1,650 vendors and to over 400 trained users representing 70 State and local government agencies. The number of solicitations posted on *eMM* has increased accordingly. Catalog usage is also on the upswing as buyers shop from 260 online catalogs with approximately 128,000 products from which to choose.

### End User Training

There are two modules to end user training sessions. The first is Interactive Bidding, which introduces the procurement professional to creating a solicitation for online publication on *eMM*. Buyers and procurement officers go through the seven steps of posting a solicitation to the web. Each student learns how to fill out header information, name a contact person, list the line items of the solicitation and assign commodity codes to each, add delivery information, attach supporting documents, create the vendor list for the solicitation, and then publish the solicitation.

After publishing the solicitation to the web, the trainer then submits a sample bid to each. Students then open, evaluate, and make an award by issuing a purchase order. Buyers are asked to bring a "live" solicitation to publish at the end of training class. Once students have become proficient in posting, evaluating, and awarding, they are encouraged to create and publish real solicitations using *eMaryland Marketplace* for all their needs.

The second module of training consists of learning how to purchase from statewide and/or agency contracts set up as online eCatalogs on *eMM*. Buyers are encouraged to bring actual orders to class and place them through the system during training. Training includes signing-in on the Purchasing side of the system, selecting the appropriate catalog to shop from, selecting items to purchase, and checking out after purchase. They are then shown how to track their order to see where it is in the process (i.e., sent to vendor, approved, back-ordered, etc.) The attendees also learn how to receive goods, identify problems such as over shipment, damaged goods, incorrect shipping information, etc. and key in the resolution in the system. Trainees also go through the approval process of accepting or rejecting an order just as their supervisor would.

### Administrator Training

The *eMM* team offers administrator training to those individuals that will have the responsibility of adding and/or maintaining user information on the system within their own agency. Each administrator is shown how to add employees to the Interactive Bid side of the system, reset passwords, establish approval paths, and assign spending limits. They are also shown how to review their staff's solicitations and oversee the entire solicitation process. As with the other training modules, assistance is as close as online support or by phone.

### Buyer/User Group Meetings

In addition to initial training and online and/or telephone support, the *eMM* team also conducts a monthly Buyer/User Group meeting. The group meeting is geared toward the end users of the system. The purpose of the group is two-fold: first, to address any problems users are experiencing with the system; and second, to promote knowledge management. Knowledge management involves actively promoting interaction between users to share "best practices" experience. By acknowledging and solving problems together and by sharing ideas on better ways of conducting procurements electronically, not only do the users benefit, but also the vendor community and the system.

A different location is chosen each month to promote local User/Buyer attendance. Buyers are encouraged to attend as many monthly meetings as possible so that all benefit from the experience.



## Look Who's Talking



### VENDOR PROFILES

Vendors are an essential part of *eMaryland Marketplace*. They bid on State needs, competing for a share of the State's \$8+ billion dollar market. Here are three success stories.

#### Easton Paper And Supplies



Located on Maryland's Eastern Shore,

Easton Paper and Supplies, Inc., is one of 184 certified Minority Business Enterprise members of *eMM*. Vice President of Operations Pam Bailey says the system helps level the playing field for her seven person, woman-owned business. "For us, time is most critical. *eMaryland Marketplace* saves time, gasoline, wear and tear on my car, postage...it is definitely a cost cutter." Easton Paper sells paper products such as toilet paper and janitorial supplies.

Ms. Bailey says *eMM* allows her to search for bids "without leaving the office" and it gives Easton Paper "a way to stay competitive with an increased client base." She adds, "We look forward to more State as well as local government business through *eMaryland Marketplace*."

#### Rudolph's Office Supply



Bonnie Rudolph, President of Rudolph's Office Supply, says *eMaryland Marketplace* is "proving more efficient

for both her firm and the end user." Ms. Rudolph, who calls herself a major supporter of eProcurement, says the system allows orders for supplies for agencies to be "filled faster and more accurately." Rudolph's is a certified MBE, woman-owned business located in Baltimore County.

#### Frederick Equipment Co.



"It's so easy to use," according to Manager Michael Rippeon of Frederick Equipment Company. Rippeon says the best feature of *eMaryland Marketplace* is the premium e-mail service. "There's no searching, the bids come directly to me, saving lots of time," he added. Rippeon says paperless transactions are also a major benefit. Frederick Equipment Company, located in Frederick County, sells landscape and light construction equipment.

### BUYER PROFILES

There are thousands of government buyers in Maryland. These hardworking public servants procure billions of dollars of goods and services each year.



TALBOT COUNTY  
Public Schools

...each student will learn, grow and succeed.

#### Talbot County Public Schools

The Talbot County Public Schools are a new and enthusiastic user of *eMaryland Marketplace*. Finance Director Charles Connolly cites "the untapped potential savings" the system provides as well as "vendors who never had an awareness" of Talbot County's needs.

Connolly used *eMM* to purchase seven school buses valued at \$514,000. He was impressed with the quick, overnight responses to his bid. Even more impressive was the savings on cooking equipment for Easton High School. Connolly purchased \$10,000 of new equipment from an *eMM* vendor, \$3,000 less than the price of used equipment.

"We will use *eMaryland Marketplace* for all commodity purchases whenever possible," Connolly added.



COMPTROLLER  
of MARYLAND  
*Serving the People*

#### Comptroller of Maryland

The Office of the Comptroller, always looking for ways to save taxpayer dollars, has participated in *eMaryland Marketplace* since April 2000. Vern Shird, a Procurement Specialist in the Finance and Administration Division, says the system is "effective and easy to use." He adds "*eMaryland Marketplace* would be beneficial for all government agencies by helping reduce procurement costs." Shird attends Buyer/User group meetings and finds the monthly sessions helpful in resolving any problems users are experiencing with the system.

### State of Maryland



Developed and procured by the Department of General Services for use by its sister agencies and other public sector partners, *eMaryland Marketplace* was approved by the Board of Public Works on March 8, 2000. *eMM* continues to work under the guidance of eCore.

Many State agencies make up the eCore Steering Committee: Department of Budget and Management, Maryland Department of Transportation, Department of Public Safety and Corrections; Department of Business and Economic Development and Department of Natural Resources. eCore also includes a cross-section of institutions of higher learning: University of Maryland, Baltimore; University of Maryland, College Park; University of Maryland, Baltimore County, Towson University; and Morgan State University. Other members of the eCore committee include the Office of the Comptroller, Office of Legislative Audits, the Executive Department, the Office of the Treasurer, the Maryland Attorney General, and the Board of Public Works. Local governments such as Anne Arundel County are also represented on the Committee.

All of these entities combine to bring the State of Maryland the best system for its users and vendors. The *eMaryland Marketplace* website can be viewed at [www.emarylandmarketplace.com](http://www.emarylandmarketplace.com).

### SAIC



Science  
Application  
International  
Corporation is a  
Fortune 500  
company and the

nation's largest employee-owned research and engineering firm. SAIC provides services in the areas of eGovernment, telecommunications, national security, health care, transportation, energy and environment.

Today, SAIC continues to be a force in commercializing the Internet by actively developing targeted eBusiness

Services that provide unique solutions to facilitate the transaction of business across the Internet, including *eMaryland Marketplace* and SAIC's ANX network — a dedicated, high-performance IP data network that enables subscribed buyers and sellers located all over the world to communicate, collaborate, and transact business quickly, reliably, and securely. As the *eMaryland Marketplace* Prime Contractor, SAIC performs many functions in partnership with the State. In addition to the development, deployment and ongoing maintenance of the purchasing system, SAIC provides the Program Management, System Integration and user support.

More information about SAIC and its subsidiaries can be found at: [www.saic.com](http://www.saic.com).



**KPMG  
Consulting**  
With over 300  
e-Business  
success stories,  
KPMG

Consulting is a leading provider of Internet Integration services across the globe. KPMG Consulting has supported both early adopters and traditional market leaders as they transform their brick-and-mortar enterprises to e-Businesses.

KPMG Consulting helps clients navigate the rapidly changing landscape of opportunities that proliferate in the digital marketplace. Moving beyond the hype surrounding the world of e-Business, KPMG Consulting delivers tangible business results at net speed.

KPMG Consulting provides the online interactive bidding component for *eMaryland Marketplace*, which permits vendors to receive opportunity information and submit their bids via the Internet. KPMG consulting continues to assist the State with integration of *eMaryland Marketplace* with financial and other systems.

KPMG Consulting's website is located at [www.kpmgconsulting.com](http://www.kpmgconsulting.com).



*"eMaryland Marketplace is revolutionizing the way state buyers do business. And the Web site is expected to deliver savings for the state as well as vendors who participate."*

*– MarylandB2B.com March 12, 2001*

*"Maryland's online procurement system now has the critical mass of buyers and sellers it needs to become an integral tool for companies to do business with the state."*

*– Washington Techway April 9, 2001*

*"The mounting recognition of eMaryland Marketplace reflects the state's success in doggedly pursuing what officials call "Web enablement" – the art and science of bringing volumes of paper bound information and data onto the Internet, where it's accessible to citizens, businesses and other government workers."*

*– The Daily Record May 26, 2001*

*"Maryland is using the power of information technology to enhance the already favorable business climate with programs like eMaryland Marketplace."*

*–Recorder May 30, 2001*

*"Our judges clearly were impressed with how eMaryland Marketplace makes it possible for universities, state and local agencies, and other organizations to streamline procurement by taking it online – and, better yet, makes it attractive by not asking those agencies to put up their own funds to maintain the system. It's a model that other states would be wise to consider."*

*– John Monroe, editor of civic.com  
announcing Civic 50 Award July 2, 2001*

*"eMaryland Marketplace is an outstanding example of good government at work, of public employees' efforts to improve the delivery of service and to do more with available resources. This innovative procurement approach, which can be replicated by other agencies, is a creative solution to providing needed services for state buyers and vendors. This award not only reflects positively on the Maryland Department of General Services and its innovative staff, but also on state leadership that encourages and recognizes performance."*

*– National Association of State Chief Administrators  
Announcing 2001 Outstanding Program Award for  
Procurement Innovation July 9, 2001*

*"We are very proud of this national recognition. It's good for Maryland and reflects well on DGS, but also on all our agency partners who have contributed in different ways to making eMaryland Marketplace a success. Our system delivers savings for government organizations and our private sector vendors; both are realizing financial and resource efficiencies."*

*– DGS Secretary Peta N. Richkus,  
Maryland Business Review, December 2001*



*For further information, contact the DGS Office of Procurement at  
301 W. Preston Street, Room M-2, Baltimore, MD 21201  
call 410-767-1492  
or visit the website at [www.emarylandmarketplace.com](http://www.emarylandmarketplace.com).*



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